

VINTAGES

FINE WINE & PREMIUM SPIRITS

Friday, July 4, 2008

To: All Registered Agents

Re: VINTAGES Product Needs For Winter/Summer 2009

Attached is the VINTAGES Product Needs for Winter/Summer 2009. As a reminder, we are including a VINTAGES Purchasing Process Review for your information.

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VINTAGES PURCHASING PROCESS REVIEW

Types of Submissions:

Product Calls

A Pre-submission must be entered through the NISS system by the posted deadline. Product Calls are open to all products fitting the criteria outlined in the attached VINTAGES Product Needs Schedule.

VINTAGES Direct

This refers to applications, outside of the product calls, for which a sample is NOT required for tasting and/or laboratory analysis. Approval from the appropriate buyer is required BEFORE submitting an application. Note: Direct submissions not pre-approved by the buyers will automatically be rejected.

VINTAGES Ad hoc

This refers to applications, outside of the product calls, where a sample IS required for tasting and/or laboratory analysis. Approval from the appropriate buyer is required BEFORE submitting an application. Note: Ad hoc submissions not pre-approved by the buyers will automatically be rejected.

Accepted Applications

Each application MUST be accompanied by a complete quote on supplier letterhead. Any samples with incomplete information on the application forms will be rejected immediately and the negotiated tasting date forfeited. Please use the LCBO Pricing Module, available on the LCBO Trade website, to determine the estimated retail price for your product application. The estimated retail price must be stated in Canadian dollars.

If labels are submitted with the sample, we recommend that they be placed in a small zip-lock bag. We also require background information or third party reviews for the product for use by our writers for the product launch.

If you have any questions regarding accepted applications, please call Allan Craik, VINTAGES reception at 416-365-5863.

cont./

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VINTAGES Product Needs For Winter/Summer 2009 cont'd:

Dropping off Samples

We will accept delivery of samples from Monday to Thursday 8:30 am to 4:00 pm during the week of the sample deadline. Please do not attempt to deliver samples outside these specified business hours as you will be turned away by LCBO security.

Tasting Results

Tasting results can be found online through the NISS system. VINTAGES cannot accept phone inquiries regarding tasting results.

Commitment Letters

VINTAGES issues Commitment Letters for all products purchased.

It is the agent's responsibility to ensure the supplier acknowledges the Commitment Letter and agrees to honour and adhere to all clauses therein. A purchase order will not be issued until the supplier has formally responded on company letterhead, to all of the conditions specified in the Commitment Letter. When responding to the terms of the Commitment Letter, please reference the product's LCBO number and the NISS submission number.

Sales Performance Targets

The goal and expectation of VINTAGES is that a product will achieve a minimum of 75% sell-through after two months of release and 100% sell-through by the end of the third month. **The 20% rebate term applied to products failing to achieve 75% sell-through after 90 days of release remains unchanged for products with a rebate agreement.** Achieving these sales targets, and increasing sku productivity measurements, will enable us to continuously flow through new and exciting products. Sales and inventory levels can be obtained through LCBO data sources such as the complementary Narrowcast service or by purchasing additional information through the Sale of Data program.

If you require more information, please visit LCBO Trade Resources online at: www.lcbotrade.com. Thank you for supporting VINTAGES.

Sincerely,



Greg Dunlop
VINTAGES Category Manager
European Wines



Kathy Cannon
VINTAGES Category Manager
New World Wines & Spirits

cc T. J. Wilson, S. Mogk-Edwards

Attachment: Winter/Summer Product Needs Chart

VINTAGES

FINE WINE & PREMIUM SPIRITS

PRODUCT NEEDS FOR WINTER/SUMMER 2009

Product Category	Details	Price Range	Buyer	Pre-Submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
Classics European Wines	All areas: selections will support Classics, Internet and ISD programs. <i>Purchasing directs only with this call.</i>	\$30 +	European Wines	16-Jul	23-Jul	21-Aug	25-Aug
Spain & Portugal	Spain (reds): Rioja, Penedès, Navarra, plus whites from all areas in Spain. Portugal: Douro, Alentejo. A few Iberian sparkling wines.	\$14-\$30	European Wines	30-Jul	6-Aug	4-Sep	8-Sep
Classics New World Wines	All areas: selections will support Classics, Internet and ISD programs.	\$30 +	New World Wines	30-Jul	6-Aug	4-Sep	8-Sep
VQA Wines	Reds & Whites: varietals & blends, table wine. Icewines: primarily Riesling & Reds, some Vidal.	\$15-\$30 \$20 +	New World Wines	6-Aug	13-Aug	11-Sep	15-Sep
Premium Spirits, Specialty Spirits	Classic, Mainstream and Specialty Spirits (focus on White Spirits).	\$30 +	New World Wines & Spirits	6-Aug	13-Aug	11-Sep	15-Sep
Classics European Wines	All areas: selections will support Classics, Internet and ISD programs.	\$30 +	European Wines	6-Aug	13-Aug	11-Sep	15-Sep
Northern Italy	Emphasis on 2004 Barolo/Barbaresco, Ripasso & Pinot Grigio. Also Friuli & Valdadige Reds.	\$14-\$60	European Wines	13-Aug	20-Aug	18-Sep	22-Sep
Rosé Wines	All countries: taste 2007 vintage and purchase 2008 vintage.	\$12-\$20	Both Buyers	20-Aug	27-Aug	25-Sep	29-Sep
New Zealand	Reds: primary requirement will be reds (i.e., Pinot Noir, Bordeaux blends). Whites: Some Sauvignon Blanc.	\$20-\$50 \$15-\$30	New World Wines	27-Aug	3-Sep	2-Oct	6-Oct
South Africa	Reds & Whites: all varietals.	\$13-\$40	New World Wines	27-Aug	3-Sep	2-Oct	6-Oct
Classics European Wines	All areas: selections will support Classics, Internet and ISD programs.	\$30 +	European Wines	27-Aug	3-Sep	2-Oct	6-Oct
Southern Italy	Reds & Whites: Puglia, Calabria, Sicily, and Sardinia.	\$14-\$30	European Wines	10-Sep	17-Sep	16-Oct	20-Oct
Swiss Wines, Misc. Sparkling	Reds & Whites.	\$14-\$25	European Wines	10-Sep	17-Sep	16-Oct	20-Oct
Classics New World Wines	All areas: selections will support Classics, Internet and ISD programs.	\$30 +	New World Wines	10-Sep	17-Sep	16-Oct	20-Oct

PRODUCT NEEDS FOR WINTER/SUMMER 2009

Product Category	Details	Price Range	Buyer	Pre-Submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
California	Reds, whites, and sparkling wines.	\$18-\$75	New World Wines	17-Sep	24-Sep	23-Oct	27-Oct
Tuscany	Reds only: Chianti & Brunello focus.	\$15-\$60	European Wines	24-Sep	1-Oct	30-Oct	3-Nov
Argentina/Chile	Reds & Whites: all varietals.	\$13-\$30	New World Wines	1-Oct	8-Oct	6-Nov	10-Nov
Classics European Wines	All areas: selections will support Classics, Internet and ISD programs.	\$30 +	European Wines	1-Oct	8-Oct	6-Nov	10-Nov
Bordeaux	Reds only.	\$14-\$50	European Wines	8-Oct	15-Oct	13-Nov	17-Nov
Australia	Reds & Whites: all varietals and regions.	\$15-\$40	New World Wines	15-Oct	22-Oct	20-Nov	24-Nov
Classics European Wines	All areas: selections will support Classics, Internet and ISD programs.	\$30 +	European Wines	15-Oct	22-Oct	20-Nov	24-Nov
U.S.A. other than California	Reds & Whites: all varietals, all states, focus on Oregon.	\$15-\$50	New World Wines	22-Oct	29-Oct	27-Nov	1-Dec
British Columbia	Reds & Whites: all varietals.	\$15-\$50	New World Wines	22-Oct	29-Oct	27-Nov	1-Dec

All samples and submissions must be received by the stated deadlines above. Please note that the needs calendar may change without prior notice. Please note that there is an ongoing requirement for organic wines. When applying to the specific calls please ensure you highlight submissions that are organic.

JULY 4/2008